



NETWORKING FOR EVERYONE



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YOUR THOUGHTS ON NETWORKING

Scan the QR
code or go to
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and enter

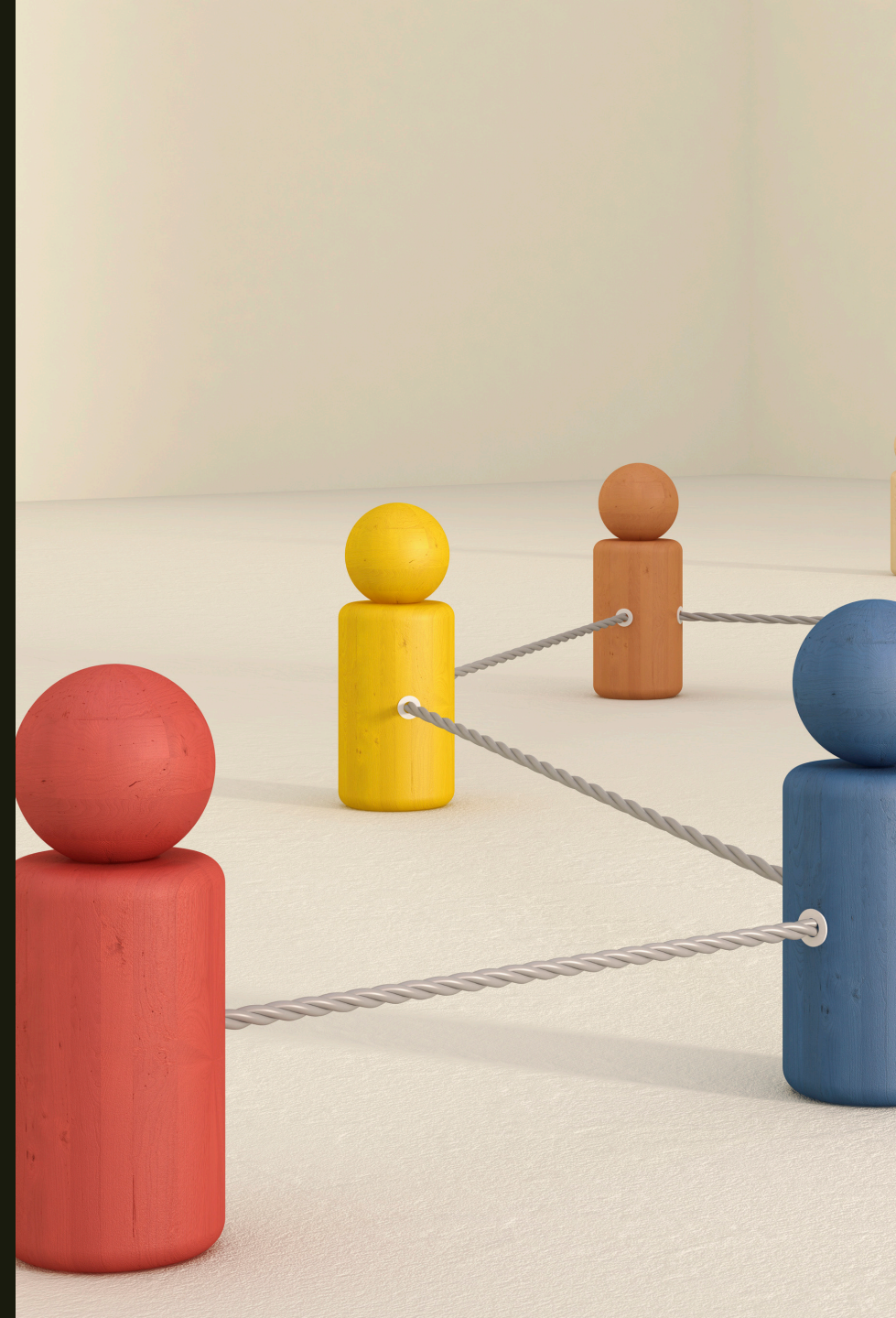
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HOW I GOT INTO NETWORKING

What is networking?

The action or process of interacting with others to exchange information and develop professional or social contacts.



Benefits of building your network

- Helping each other reach goals
- Generating new ideas & fresh perspectives
- Building your reputation
- Gaining new skills and knowledge
- Creating a group of problem-solvers



The elephant in the room

Many people think that networking is

- Inauthentic
- Pushy
- Sleazy
- Self-serving
- Machiavellian

Changing our mindsets

Approach networking with an
attitude of giving





DEVELOPING YOUR PERSONAL BRAND

What is a “personal brand”?



Your personality



Your values



Your mission

Today, do a personal brand audit:

01

Google yourself

02

Clean up your
social media
profiles

03

Replace the old
with the new

More tips to refine your brand

01

Showcase your
professional skills

02

Develop your
LinkedIn profile

03

Use a great
picture



ACTION STEP

What do you want your personal brand to look like?

YOUR PERFECT ELEVATOR PITCH





WHAT IS AN ELEVATOR PITCH?

A quick introduction to
who you are, what you
do, and why it matters.

Keep in
mind...

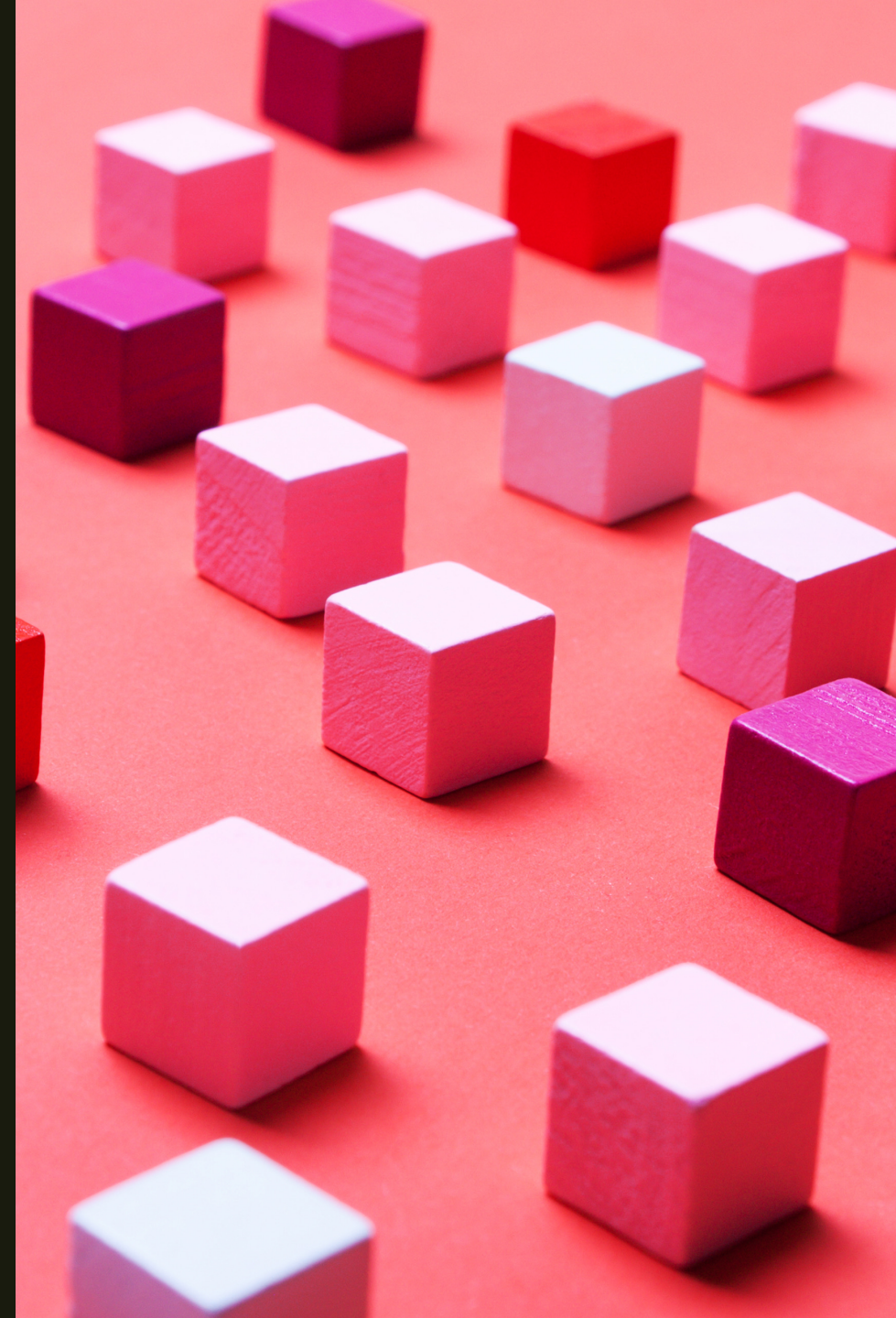
30 seconds or less

Make it high-level, and
conversational

The goal is to get them
to say, “Tell me more”

What's in an elevator pitch?

- Your name
- Your background
- High-level description of what you do
- Concrete example or accomplishment
- Something that relates to them



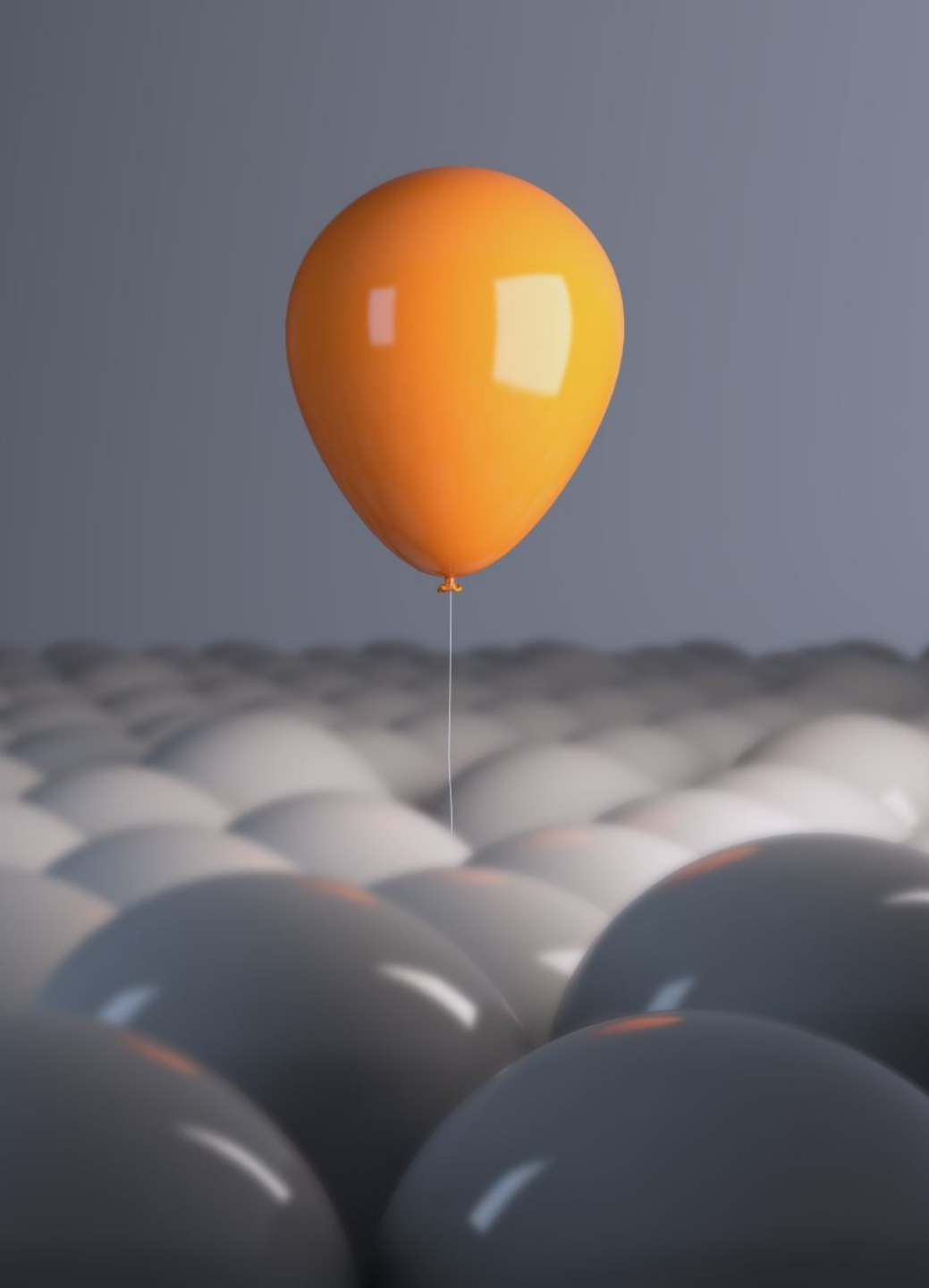


FIND THE RIGHT
KIND OF
NETWORKING
FOR YOU

Where to network

- Internal events
- Networking events
- Conferences
- Professional development classes
- Charities and volunteer opportunities
- Cultural events





THE #1 SOFT SKILL REQUIRED FOR NETWORKING



“MOST PEOPLE DO NOT
LISTEN WITH THE INTENT TO
UNDERSTAND. THEY LISTEN
WITH THE INTENT TO REPLY.”
–STEPHEN COVEY

Why listening is important



GREAT LEADERS ARE GREAT
LISTENERS



THOUGHTFUL LISTENERS
ARE TRUSTWORTHY AND
LIKEABLE



YOUR CONVERSATIONAL
PARTNERS WANT TO TALK
ABOUT THEMSELVES

Tips for being a better listener

- Practice active listening skills, such as nodding
- Ask a question when you're done talking
- Don't interrupt!
- Make eye contact
- Repeat back something that they said

Common Networking Mistakes

Not being prepared

Talking too much

Talking too little

Thinking that passing out
business cards is success



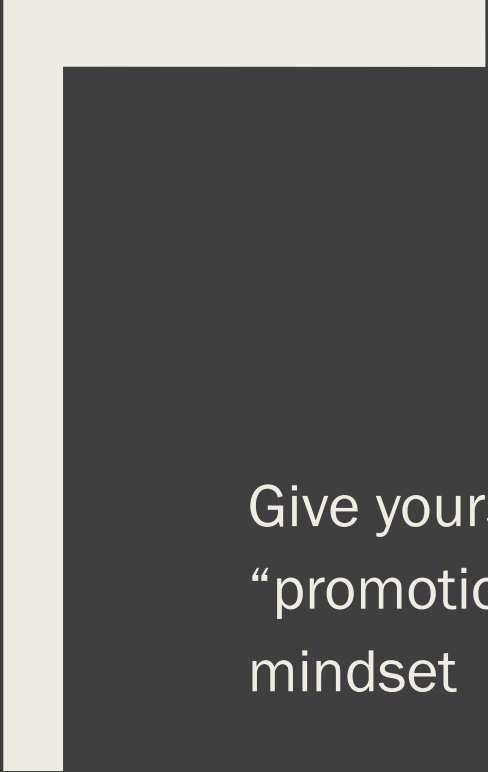
Following up

- Take two business cards
- Jot down some notes
- Ways to follow up
 - *Phone*
 - *Email*
 - *LinkedIn*
- Persistence is polite


NETWORKING FOR INTROVERTS

Put your focus on
your questioning
and listening skills.

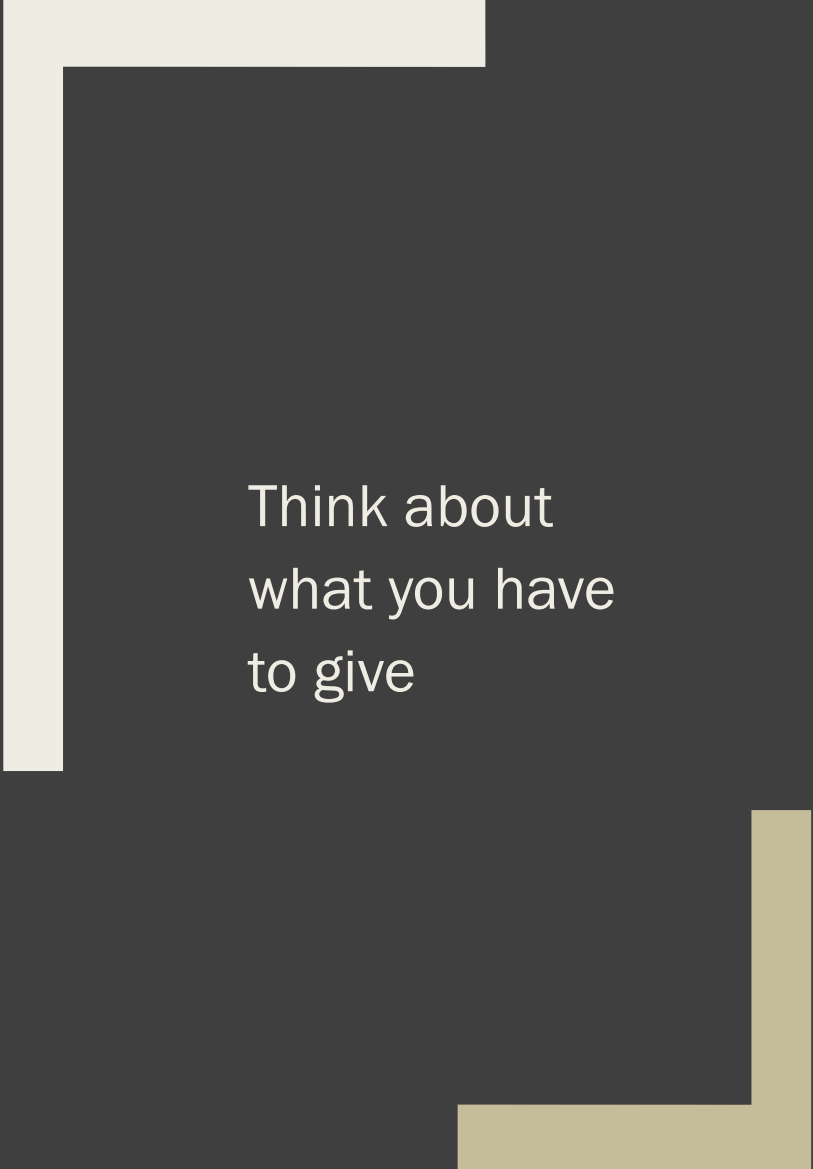
NETWORKING FOR INTROVERTS



Give yourself a
“promotion”
mindset



NETWORKING FOR INTROVERTS



Think about
what you have
to give

NETWORKING FOR INTROVERTS



Clifton
Strengths



EXECUTING①		INFLUENCING①		RELATIONSHIP BUILDING①		STRATEGIC THINKING①	
6 Achiever	31 Discipline	3 Activator	13 Maximizer	12 Adaptability	28 Includer	29 Analytical	5 Input
15 Arranger	25 Focus	23 Command	14 Self-Assurance	18 Connectedness	21 Individualization	2 Context	1 Intellection
27 Belief	22 Responsibility	19 Communication	20 Significance	30 Developer	17 Positivity	11 Futuristic	4 Learner
34 Consistency	33 Restorative	7 Competition	24 Woo	16 Empathy	10 Relator	8 Ideation	9 Strategic
32 Deliberative				26 Harmony			

You Lead With **Strategic Thinking** CliftonStrengths themes



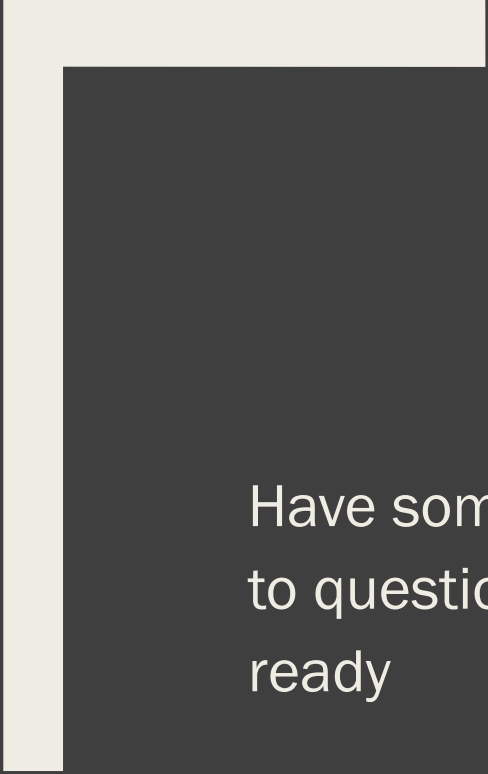
Leaders with great Strategic Thinking strengths are the ones who keep us all focused on what could be. They are constantly absorbing and analyzing information and helping the team make better decisions. People with strength in this domain continually stretch our thinking for the future.

NETWORKING FOR INTROVERTS




Make it selfless

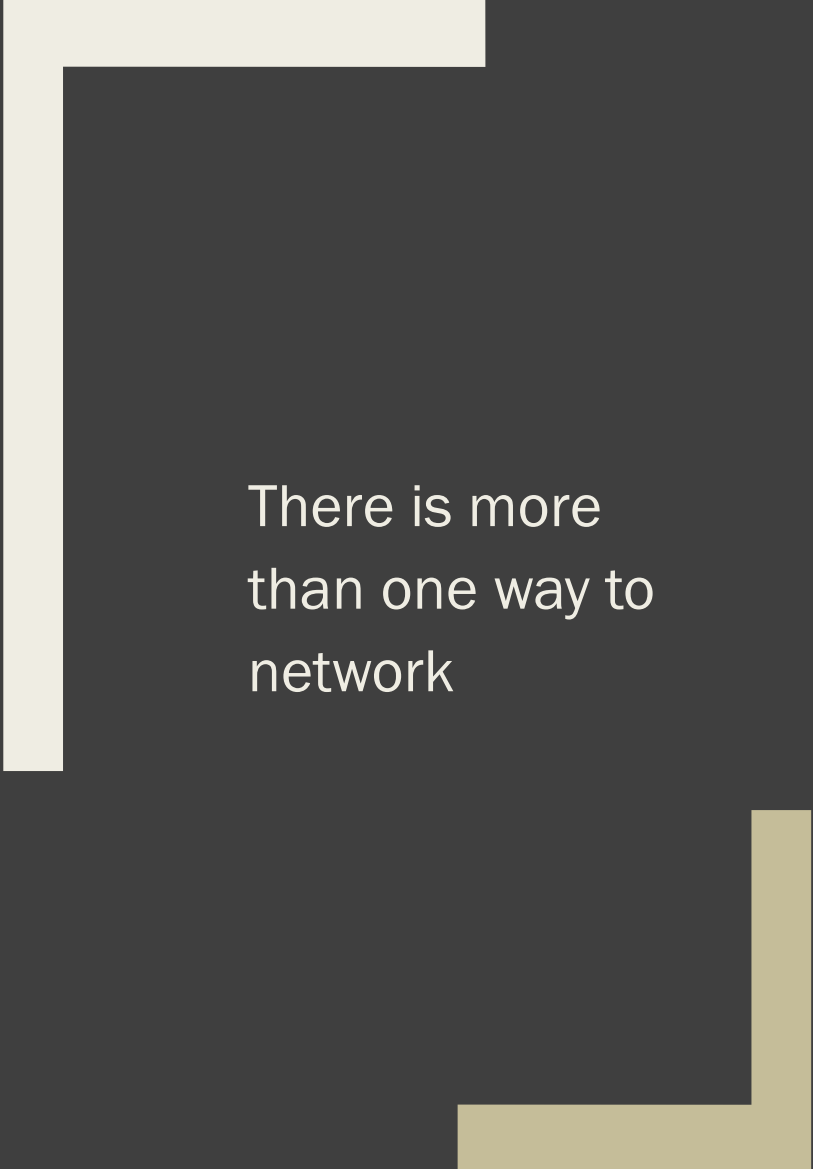
NETWORKING FOR INTROVERTS



Have some go-
to questions
ready



NETWORKING FOR INTROVERTS



There is more
than one way to
network

QUESTIONS?